

<i>SERFF Tracking Number:</i>	<i>MUTM-128524107</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>VERONICA BOOTH</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Advertising - MC33896_0612</i>		
<i>Project Name/Number:</i>	<i>Long Term Advertising / MC33896_0612</i>		

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Advertising - MC33896_0612 SERFF Tr Num: MUTM-128524107 State: Arkansas

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Approved

State Tr Num:

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: VERONICA BOOTH

State Status: Approved-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Author: Veronica Booth

Disposition Date: 07/02/2012

Date Submitted: 06/29/2012

Disposition Status: Approved

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Advertising

Status of Filing in Domicile:

Project Number: MC33896_0612

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 07/02/2012

State Status Changed: 07/02/2012

Deemer Date:

Created By: Veronica Booth

Submitted By: Veronica Booth

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MC33896_0612

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with the appropriate policy forms approved in your state.

SERFF Tracking Number: MUTM-128524107 State: Arkansas
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Company Tracking Number: VERONICA BOOTH
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Advertising - MC33896_0612
Project Name/Number: Long Term Advertising / MC33896_0612

Thank you for the review of this filing.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Melanie Worth
Phone: 402-351-4260; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

vb

State Narrative:

Company and Contact

Filing Contact Information

Melanie Worth, Product & Advertising Compliance Analyst
Mutual of Omaha
Mutual of Omaha Plaza
Omaha, NE 68175
melanie.worth@mutualofomaha.com
402-351-4260 [Phone]
402-351-5298 [FAX]

Filing Company Information

Mutual of Omaha Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6910 ext. [Phone]
CoCode: 71412
Group Code: 261
Group Name:
FEIN Number: 47-0246511
State of Domicile: Nebraska
Company Type: Health Insurance
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

SERFF Tracking Number: *MUTM-128524107* *State:* *Arkansas*
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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	06/29/2012	60562082

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	07/02/2012	07/02/2012

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Disposition

Disposition Date: 07/02/2012

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item Checklist	Schedule Item Status	Public Access
		Approved	Yes

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Form Schedule

Lead Form Number: MC33896_0612

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved 07/02/2012	MC33896_0612	Advertising Checklist		Initial		0.000	MC33896_0612.pdf



Purchasing a Long-Term Care Insurance Policy

LONG-TERM CARE PLANNING CHECKLIST

Planning on purchasing a long-term care insurance policy? Here are some things you should think about:

Evaluate your financial situation

- ☐ Determine how much money you have set aside to pay for long-term care services
- ☐ Calculate how much you can afford to pay for a long-term care insurance policy without jeopardizing your lifestyle
- ☐ Talk with your children to see if they would be willing to help pay your long-term care insurance premiums
- ☐ Check with your employer (or former employer, if you are retired) to see if they offer long-term care insurance

Meet with an insurance agent

- ☐ Review all materials the agent¹ presents
- ☐ Make sure you completely understand the policy you are considering; ask questions if you are uncertain
- ☐ Review your policy thoroughly after receiving it

Talk to your financial advisor

- ☐ Discuss the tax advantages of long-term care insurance

Work with an attorney

- ☐ Develop a durable power of attorney to deal with your finances in case you are incapacitated
- ☐ Draw up a will
- ☐ Develop a living will or advance directive for health care

Commit to your long-term care insurance plan

- ☐ Let your family know you have purchased a long-term care insurance policy
- ☐ Pay your premiums on time

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001, 1-800-775-6500. Policy forms: LTC09M, LTC09M-AG (or state equivalent). In FL: LTC09M-FL, LTC09M-AG-FL; in ID: LTC09M-ID, LTC09M-AG-ID; in NC: LTC09M-NC, LTC09M-AG-NC; in NY: LTC09M-NY, LTC09M-AG-NY; in OK: LTC09M-OK, LTC09M-AG-OK; in OR: LTC09M-OR, LTC09M-AG-OR; in PA: LTC09M-PA, LTC09M-AG-PA; in TX: LTC09M-TX, LTC09M-AG-TX; in WA: LTC09M-WA, LTC09M-AG-WA. For costs and further details of coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent¹ or write to the company.

This is a solicitation of insurance. You may be contacted by telephone by an insurance agent¹.

¹WA Residents: All instances of the term “agent” should be replaced with “producer.”